

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 77/232,492
Published in the Official Gazette on Jul 1, 2008
Mark: HALLBARK GOURMET

_____)	
Hallmark Licensing, Inc.,)	
)	
Opposer,)	
)	
v.)	
)	
Hallbark Gourmet, LLC)	Opposition No.
)	
Applicant.)	
_____)	

Notice of Appearance

Arlene H. Sevilla, individual, US Citizen, non-attorney, Applicant, hereby gives notice to the Trademark Trial and Appeal Board and all parties that Arlene H. Sevilla is entering an appearance and shall act Pro Se in the above captioned matter. Copies of all future correspondence and other information pertaining to this matter should be sent to:

Arlene H. Sevilla
Chewed for Thoughts, LLC (formerly Hallbark Gourmet, LLC)
2824 N 69th Street
Milwaukee, Wisconsin 53210
info@chewedforthoughts.com

Dated: October 20, 2008 Respectfully submitted,

By: /Arlene H. Sevilla/
 Arlene H. Sevilla
 Applicant
 2824 N 69th Street
 Milwaukee, Wisconsin 53210
 Tel: 414-303-8839



10-22-2008

Certificate of Service

This is to certify that I, Arlene H. Sevilla, Applicant, today served the above Notice of Appearance on Opposer by First Class Mail this 20th day of October, addressed to Albert P. Mauro, Jr., Attorney for Opposer, c/o Hallmark Cards, Incorporated, 2501 McGee Trafficway MD 339, Kansas City, MO 64108, USA. Telephone: 816-274-5583. email: sgrabi2@hallmark.com; with an identical copy to the TTAB.

Dated: October 20, 2008

By: /Arlene H. Sevilla/

Arlene H. Sevilla
Applicant